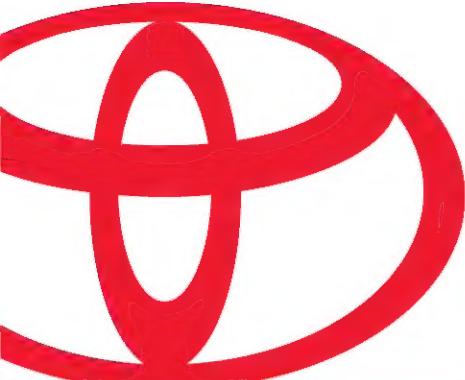


**TOYOTA**  
the feeling never ends



*2004 Echo  
Hatchback*



**TOYOTA**  
the feeling never ends

What if you could build  
a feeling?

You know, like a standard  
feature on a vehicle.

Power steering.

ABS brakes.

Love.

And not just build it once,  
but mass produce it.

So this feeling could live  
inside every car and truck  
that was built.

Anyone could have it.

You could have it.

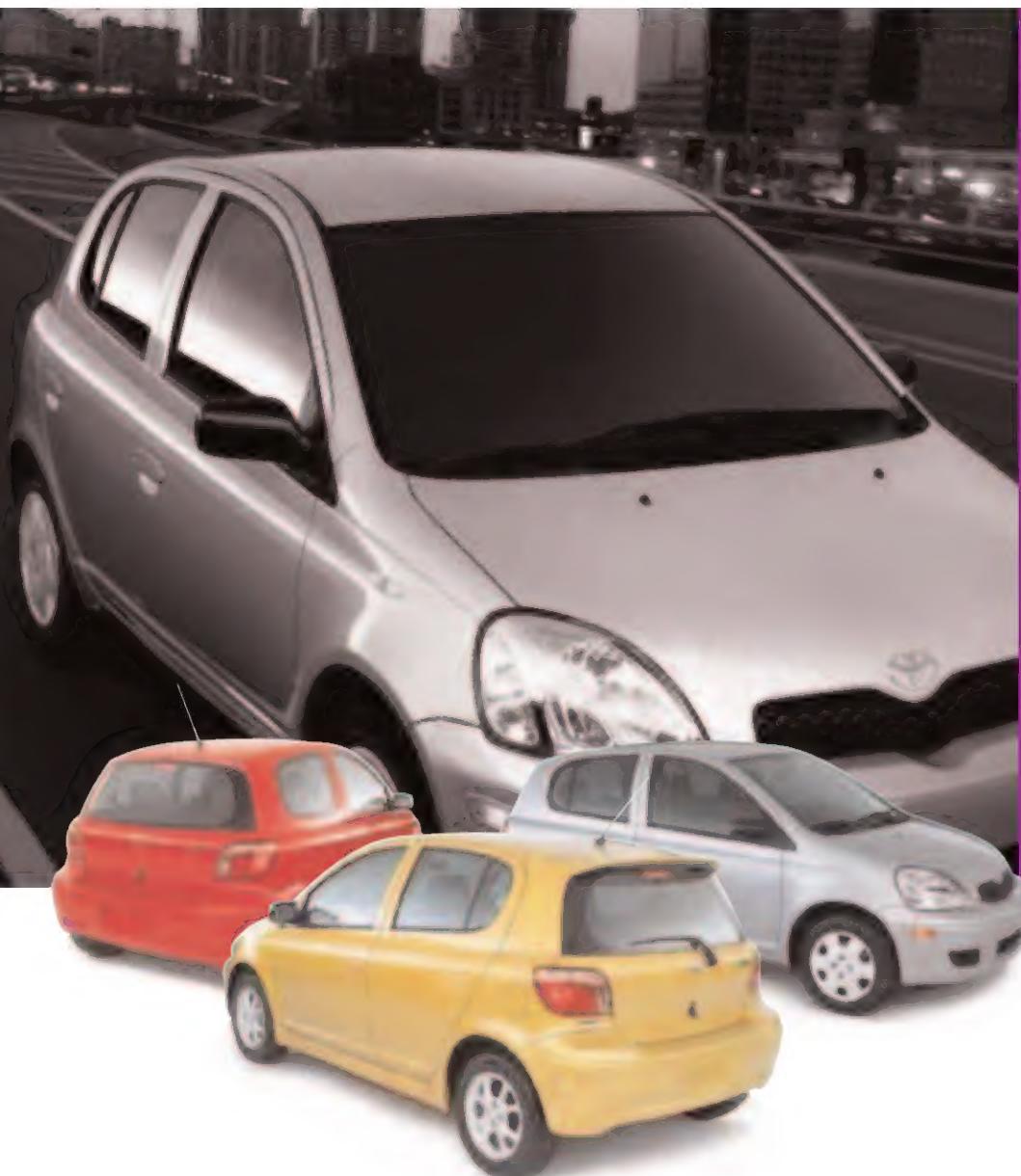
And every time you got  
inside your car,  
bracing your hands around  
the steering wheel,  
your mouth curled up.

Your eyes widened.  
Your heart skipped a beat.  
*You felt alive.*

That's the Toyota feeling.  
Along with the quality,  
durability and reliability  
you've come to expect.  
Because feeling alive isn't  
just about love.  
It's about having the  
freedom to go anywhere  
and do anything,  
knowing that you're driving  
a vehicle you can trust.

So step inside and find  
your feeling.  
We've built it into our entire  
line of cars and trucks.  
But be forewarned.  
The feeling of driving  
a Toyota stays with you  
long after you step out  
of the driver's seat.  
*The feeling never ends.*

# *2004 Echo Hatchback*



Sure, we could tell you that all of the all new Echo Hatchback models come with a very responsive 1.5 Litre, 4-cylinder, 16-valve engine with VVT-i (Variable Valve Timing with intelligence). We could also add that this LEV (Low Emission Vehicle) is incredibly economical, surprisingly spacious and outrageously manoeuvrable. But the bottom line is that the all new, aerodynamically designed Echo Hatchback is a total blast to drive – something you'll discover the instant you get behind the wheel. For starters, it doesn't feel like a compact (it only parks like one). And once you're on the road – let's just say action speaks louder than words.

From left: 3-door Echo Hatchback CE shown in Absolutely Red, 5-door Echo Hatchback RS shown in Millennium Gold and the 5-door Echo Hatchback LE shown in Silver Streak Mica.

5-door Echo  
Hatchback RS  
shown in Millennium  
Gold.

*Page 4*





# *Open wide and say “WOW!”*



Looks can be deceiving. A perfect example is the all new Echo Hatchback RS, which on first inspection appears to be a very innovatively conceived compact, with the obvious added features

of a hatchback, coloured rear spoiler and side skirts. But the thinking goes way beyond aerodynamics. A 5-speed transmission (or optional 4-speed automatic), 108 hp, 1.5 Litre VVT-i engine will quickly attest



Above: You owe it to yourself to test drive the RS's front sport seats. And while you're at it check out the leather-wrapped tilt steering wheel and shift knob as well as the RS-exclusive interior chrome accents, power door locks and 4-forward-speakers with an AM/FM stereo cassette or choose the optional AM/FM/CD/MP3 player that sounds like you're sitting front row centre.  
Left: Echo Hatchback RS shown in Millennium Gold.



to that. As will front-wheel drive, power steering and aluminum alloy wheels. And for those times when you *"just need some space"*, simply lower the rear seats, open the hatch and prepare to be impressed.

All things considered, the RS just could be the most totally well-thought-out hatchback in its category. The fact that you're going to fall in love with it is only a bonus.



Left: Echo Hatchback's high seating position is designed for optimum visibility when you're driving and maximum convenience when you're getting in and out.

# *Great things come in not-so-*



Page 8

Above: Once the rear seats are up in the Hatchback LE, you don't even think twice about passenger comfort – and there's ample headroom in both the front and rear seats.

Right: 3-door Echo Hatchback LE, shown in Blue Metallic.

In addition to a complete list of standard features, the all new Echo Hatchback LE also comes with one major decision: 3-door or 5-door? Once that's out of the way, almost everything else is part of the bargain. Which means enhancements such as a 4-forward-speaker stereo system and a rear window wiper/washer are all included. The same can also be said for Echo Hatchback's spontaneous 1.5 Litre, 4-cylinder, 16-valve, fuel injection engine, as well as power steering and dual front airbags. And with comfortable seating for four and 60/40 fold-down rear seats, the LE easily adapts to just about any kind of situation your lifestyle wants to throw at it.





*small packages.*

Above: The Hatchback LE opens up all kinds of storage possibilities. Put the rear seats down and there's enough cargo capacity to handle anything from a serious, all-terrain mountain bike to the ultimate stereo system. Shown above in Silver Streak Mica.

Page 9

# *Echo-nomics 101.*



The absolutely most affordable member of the all new Echo Hatchback family – the all new CE is anything but entry-level. Not when it comes with reclining front bucket seats, a front centre console box, rear seat heater ducts and an electric rear window defroster. And with the Echo Hatchback's highly economical 1.5 Litre, 4-cylinder engine, you can look forward to spending a lot less time at the gas station. But besides unbelievable fuel efficiency, what the CE really gives you is plenty of room with the rear seats either up or down. So whether your cargo is two weeks worth of camping gear or three very grateful friends, the all new Echo Hatchback CE is at the head of its class.

Page 10

Above: 3-door Echo Hatchback CE shown in Absolutely Red.

Above inset and facing page: Once you get behind the wheel, one of the first things you'll notice is the CE's ergonomically designed dashboard with centre-mounted, easy-to-read instruments, displays and indicator lights.

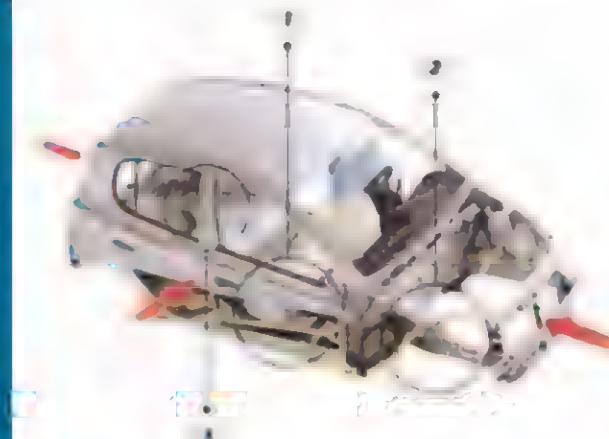
Facing page, right: There are also upper and lower glove compartments, a slide out storage tray under the front passenger seat and the ultra-cool option of air conditioning.



*Page 11*

# *It all starts with safety ...*

Regardless of which Echo Hatchback you choose, you and your passengers are going to be compensated by a comprehensive system of safety features. Some are obvious, like the air bags and the belts that help protect your safety. Standard front seatbelts with adjustable shoulder anchors<sup>®</sup> and child-protector rear door locks.  
But many other important safety features are not even visible — and they're designed to keep you safe from harm much every day. That's why the Echo Hatchback's impact-absorbing body structure has been designed to minimize the energy of impact in a crash from any direction. Front, rear or side. For vehicles rated GL, GL-L or GL-LX, you'll be driving with peace of mind and confidence.



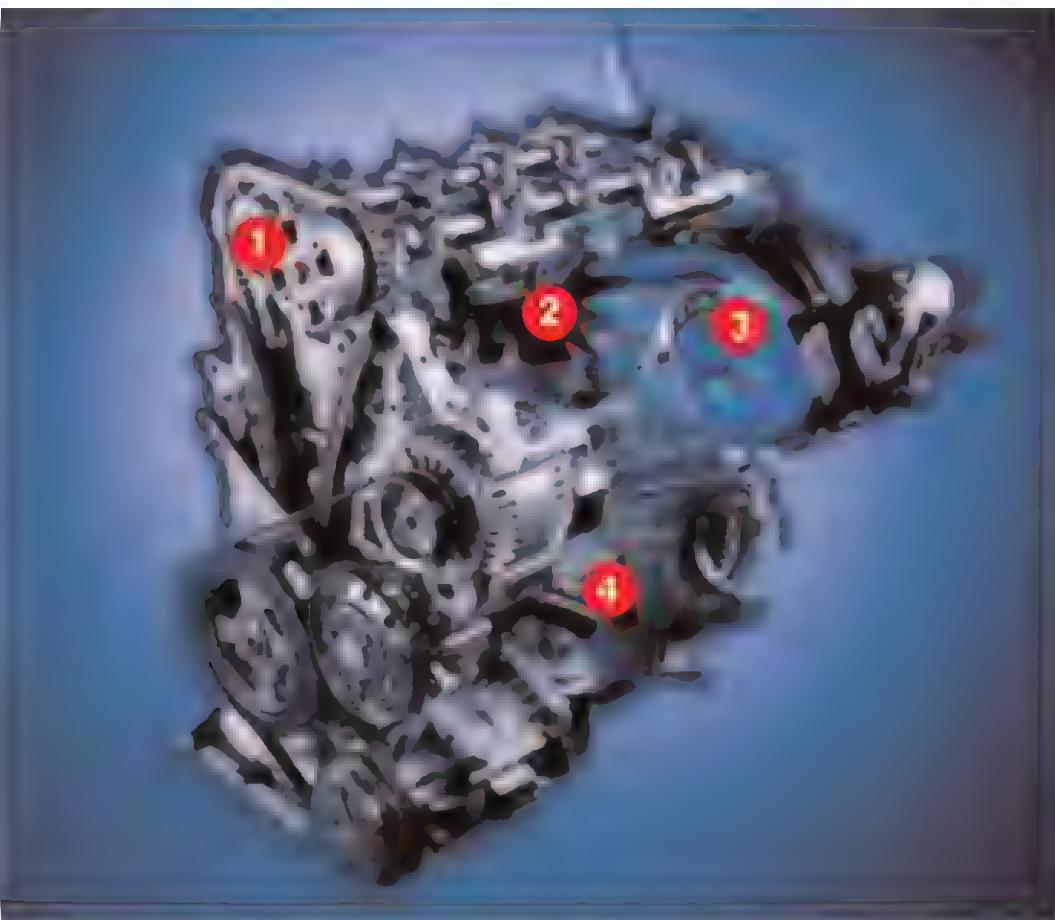
1. In an off-set impact, specially strengthened side members help prevent a wheel from intruding into the passenger compartment.
2. Substantial frame reinforcements, a carefully designed cradle for the engine and a massive steel cross-member just behind the dashboard help withstand frontal and off-set impacts.
3. A combination of metals of different thicknesses make up the central pillars to give the structure tremendous energy-absorbing strength in the event of a side-impact. Energy-absorbing material is also included in the roof side-rails and plastic ribs in the front and centre pillars.

#### ECHO HATCHBACK SAFETY FEATURES:

- Driver and front passenger airbag Supplemental Restraint System (SRS).
- Energy-absorbing steering column.
- 3-point front seatbelts with adjustable shoulder anchors<sup>®</sup>, driver side Emergency Locking Retractor (ELR), passenger side Automatic/Emergency Locking Retractor (ALR/ELR).
- Front seatbelt pre-tensioners with force limiters<sup>®</sup>.
- 3-point rear seatbelts in all positions with Automatic/Emergency Locking Retractor (ALR/ELR).
- Front and rear headrests.
- Child-protector rear door locks<sup>®</sup>.
- Hood hold-down hooks.
- Front and rear energy-absorbing crumple zones.
- Energy-absorbing upper interior trim.
- Side-impact door beams.

<sup>®</sup> 5-door models only.

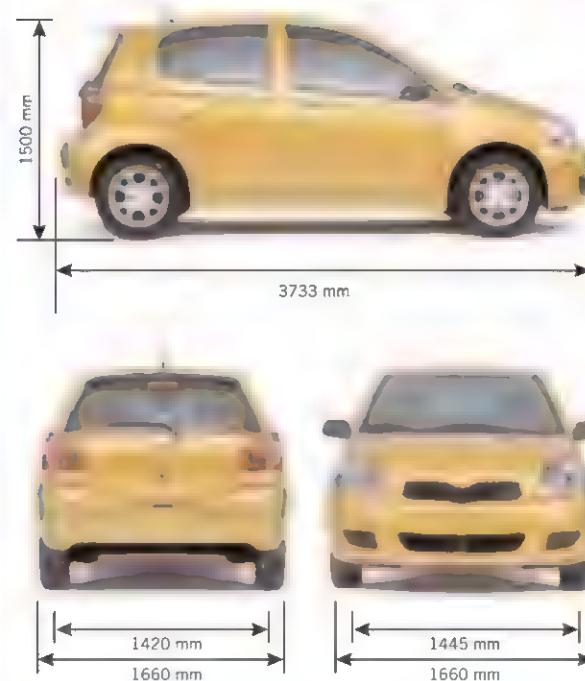
*and ends with performance.*



#### THE ECHO HATCHBACK VVT-i ENGINE:

Echo's 1.5 Litre, Low Emission Vehicle (LEV), 4-cylinder, DOHC, 16-valve engine features Variable Valve Timing with intelligence (VVT-i) – advanced technology for this class of vehicle. VVT-i provides extra power, improved fuel economy and cleaner emissions.

- ① Timing chain – new compact design reduces weight and increases durability.
- ② Intake manifold – tuned for improved low and mid-range torque.
- ③ Plastic intake manifold – reduces weight and cylinder head heat transfer; its long ports improve air volume efficiency for greater low and mid-range torque.
- ④ Aluminum alloy cylinder block and head – reduces engine weight.



Above: With the Echo Hatchback's compact overall dimensions, small wonder it's so manoeuvrable. Inside, it's a different story. With ample leg room, shoulder room and headroom for four, you'll find it's very accommodating.



# *Echo Hatchback colours:*



068  
Polar White



1E7  
Silver Streak Mica



209  
Black Sand Pearl



3P0  
Absolutely Red



580  
Millennium Gold



8P1  
Blue Metallic

Dark Grey Fabric on CE and LE models.  
Black Fabric on RS model.

## *2004 Echo Hatchback*

<b>ECHO HATCHBACK</b>		<b>3-DR CE</b>	<b>3-DR LE</b>	<b>5-DR LE</b>	<b>5-DR RS</b>
<b>INTERIOR:</b>					
• Audio: AM/FM Stereo Cassette, 2-Speakers	<input type="checkbox"/>				
• Audio: AM/FM Stereo Cassette, 4-Speakers		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Rear Seat Heater Ducts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Front Bucket Seats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Front Sport Seats					<input type="checkbox"/>
• Driver Seat Adjustments: Driver Seat Recline Adjustment, Headrest-Vertical		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Passenger Seat Adjustments: Passenger Seat Recline, Headrest-Vertical		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Rear Seat Adjustments: Fold-Down Rear Seat (60/40), Headrest-Vertical		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Full Fabric Seat Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Sport Fabric Seat Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Passenger Side Rear Walk-In Assist	<input type="checkbox"/>	<input type="checkbox"/>			
• Dual Vanity Mirrors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Semi-Fabric Door Trim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Driver Footrest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• 3-Spoke Tilt Steering Wheel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Leather-Wrapped Steering Wheel & Shift Knob					<input type="checkbox"/>
• Cargo Area Carpet, Interior Trunk/Cargo Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Power Door Locks				<input type="checkbox"/>	
• Front Centre Console Box, Upper & Lower Glove Box, Driver & Front Passenger Seatback Pockets, Passenger Seat Slide Out Storage Tray		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Carpeting, Front Carpet Floor Mats	<input type="checkbox"/>	<input type="checkbox"/>			
• Carpeting, Carpet Floor Mats				<input type="checkbox"/>	
<b>CONVENIENCE:</b>					
• Digital Clock in Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Front & Rear Cup Holders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Door Map Pockets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
□ - Standard					

	3-DR CE	3-DR LE	5-DR LE	5-DR XE
<b>ECHO HATCHBACK</b>				
<b>SAFETY:</b>				
• Driver Airbag Supplemental Restraint System (SRS)*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Front Passenger Airbag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Front Seatbelt Pre-Tensioners & Force Limiters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Outboard 3-Point Lap & Shoulder Belts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Adjustable "B" Pillar Shoulder Belt Anchors		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Anchor Points for Child Restraint Seats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Child Protector Rear Door Locks		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Assist Grips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Remote Fuel Lid Release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Warnings: Low Engine Oil Level, Low Fuel, Low Coolant Level, Low Washer Fluid, Door Ajar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>EXTERIOR:</b>				
• Full Wheel Covers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Aluminum Alloy Wheels		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Electric Rear Window Defroster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Tinted Glass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Coloured Bumpers & Door Handles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Coloured Rear Spoiler		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Coloured Side Skirts		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Dual Exterior Manual Remote-Control Mirrors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Intermittent Wipers, Mist Feature	<input type="checkbox"/>			
• Intermittent Wipers, Mist Feature, Rear Window Wiper/Washer		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Reflector Style, Halogen Headlamps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• RS Grille Badge, Scuff Plates		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Airbag Notice: The 2004 Echo Hatchback features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a full-frontal collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbag may not inflate; in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system. Seatbelts must be worn at all times by all occupants.

## ECHO HATCHBACK

### ACCESSORIES:

- 10" Subwoofer
- 14" & 15" Aluminum Alloy Wheels
- Air Conditioning
- All-Season Floor Mats
- AM/FM/Cassette/CD
- AM/FM/CD
- AM/FM/CD/MP3
- "B" Pillar Accent
- Block Heater
- Cargo Liner
- Cargo Net
- Chrome Shift Knob
- Cruise Control
- Dash Accent Kit - Aluminum
- Fog Lamps
- Front-End Mask
- Hood Deflector
- Licence Plate Cover
- Mini Receiver Hitch, Mini Receiver Hitch Bike/Ski Adapter
- Performance Exhaust, Exhaust Tip
- Rear Bumper Protector
- Rear Spoiler
- Roof Rack, Roof Rack Bike/Ski Adapter
- Seat Covers
- Security System/Keyless Entry<sup>†</sup>
- Side Skirt
- Side Window Visors
- Splash Guards
- Sport Pedals

Accessories: See your Toyota Dealer for availability.

<sup>†</sup> Vehicle must be equipped with power door locks.

# Features and Specifications<sup>†</sup>

## ECHO HATCHBACK

### MECHANICAL

**Engine 1NZ-FE** • 1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Aluminum Alloy Block, Low Emissions Vehicle (LEV)<sup>††</sup>

**Compression Ratio** • 10.5:1

**Horsepower (kW)** • 108 (80) @ 6000 rpm

**Torque (N.m.)** • 105 (143) @ 4200 rpm

**Suspension** • Front: Macpherson Gas Struts, Coil Springs, Stabilizer Bar  
• Rear: Torsion Beam Type, Coil Springs

**Drivetrain** • Front Wheel Drive

**Transmission** • 5-Speed Manual  
• 4-Speed Automatic, Overdrive, ECT

**Brakes** • Power-Assisted, ABS (Antilock Braking System), Front Discs, Rear Drums

**Steering** • Manual Steering, Rack & Pinion  
• Power Steering, Rack & Pinion

**Tires** • P175/65R14, All-Season, Compact Spare Tire

### DIMENSIONS

mm (in.)

**Length** 3733 (147.0)

**Width** 1660 (65.4)

**Height (Unloaded)** 1500 (59.1)

**Wheelbase** 2370 (93.3)

**Tread** Front: 1445 (56.9)      Rear: 1420 (55.9)

**Seating Capacity** 4

**Headroom** Front: 912 (35.9)      Rear: 859 (33.8)

**Legroom** Front: 790 (31.1)      Rear: 622 (24.5)

**Shoulder Room** Front: 1328 (52.3)      Rear: 1265 (49.8)

Front: 1315 (51.8)      Rear: 1290 (50.8)

□ - Standard    □ - Option

<sup>††</sup>Meets Environment Canada and U.S. Environmental Protection Agency (EPA) and California Air Resources Board (CARB) Low Emission Vehicle (LEV) standards.

**\*\***These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary.

Refer to the Government of Canada publication — *EnerGuide Fuel Consumption Guide*.

3-DR CE  
3-DR LE  
5-DR LE  
5-DR RS

3-DR CE  
3-DR LE  
5-DR LE  
5-DR RS

## ECHO HATCHBACK

GROSS VEHICLE WEIGHT		kg (lb)			
Manual		1250 (2755)	□	□	
Automatic		1272 (2805)	□	□	
Manual		1256 (2770)		□	□
Automatic		1266 (2790)		□	□
CURB WEIGHT		kg (lb)			
Manual		944 (2080)	□	□	
Automatic		966 (2130)	□	□	
Manual		948 (2090)		□	□
Automatic		971 (2140)		□	□
CARGO CAPACITY		m <sup>3</sup> (cu.ft.)			
Behind Rear Seats		.0205 (7.24)	□	□	□
FUEL CAPACITY		litres (gal.)			
		45 (10.0)	□	□	□
FUEL CONSUMPTION RATING <sup>**</sup>		L/100km mpg			
City/Hwy		6.7/5.2	42/54	□	□
Manual		7.1/5.5	40/51	□	□
Automatic		6.7/5.2	42/54		□
Automatic		7.1/5.5	40/51	□	□

<sup>†</sup>Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation.

The Toyota website [www.toyota.ca](http://www.toyota.ca) — or your Toyota Dealer is your best source for up-to-date information.

# Vehicle coverage.

## NEW VEHICLE WARRANTY SUMMARY

No Deductibles – No Transfer Fees

### Comprehensive Coverage - 3 years or 60,000 km

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

### Powertrain Components - 5 years or 100,000 km

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

### Major Emission Control Components - 8 years or 130,000 km

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

### Corrosion Perforation - 5 years unlimited distance

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.



EXTRA  
CARE PROTECTION

With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more.

It's the most affordable way to guarantee you peace of mind. Consult your Toyota Dealer for details.



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*"That new Toyota feeling - we help you keep it."*



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### CAA® Pyramid Award

Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 18 times in the last 21 years.



ALL VEHICLES INCLUDE:  
A Full Tank of Gas  
Roadside Assistance  
Floor Mats

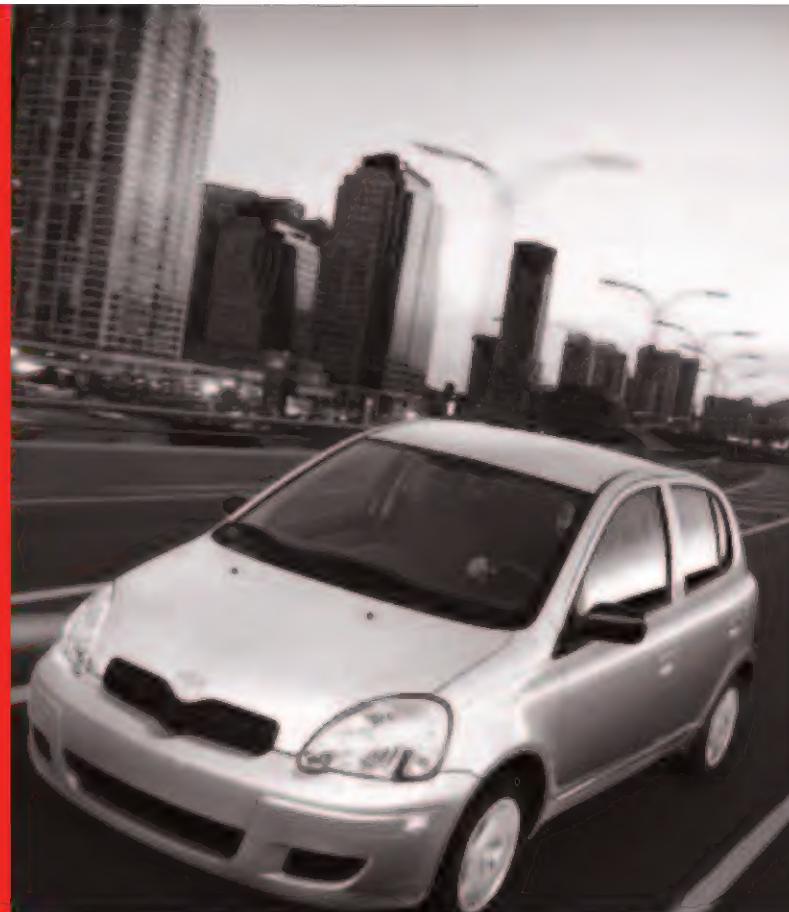


TOYOTA

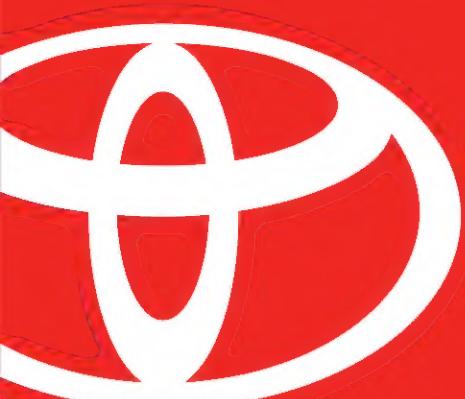
# *Our country. Our world.*

Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment. That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before.

Fuel Efficiency, Low Emissions and Recyclability - the cornerstones of Toyota's global vision. That's why all of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius, by combining gas and electric power plants, has redefined standards in fuel economy and energy efficiency. Prius is the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)<sup>††</sup> designation. Presently, Toyota is developing technologies that will lead to a vehicle recovery rate of at least 95% by 2015. Like our production facilities, Toyota Canada Inc.'s head office shares these environmental concerns and has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the "Toyota Evergreen Learning Grounds Program" and implemented the Toyota Earth Charter in every facet of our business. It's more than you might expect from an automobile manufacturer, but it's the least we expect from ourselves.



<sup>††</sup>Meets U.S. California Air Resources Board (CARB) Super Ultra Low Emission Vehicle (SULEV) standards.



## *Echo Hatchback. What goes in the hatch is up to you.*

By now you've found your feeling.

*So what now?*

It's simple.

Just give us a call or go to our website.

There you can request more information  
for the model you're interested in and find  
the location of the Toyota Dealership  
nearest you.

We put a lot of pride and hard work  
into making these vehicles great.

The only thing missing is you.

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